

displayed at said user computer, then displaying said advertisement.

A1
Concl. 51. (new) A method for gathering information at a central database based upon the activity of a user with respect to a web page that does not display advertising, including receiving said information based upon a request from said user for said web page, wherein said web page includes a reference to said central database.

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A M T E N T & T R A D E M A R K O F
52. (new) The method of claim 51, wherein said reference is a link embedded in said web page to said central database.

REMARKS

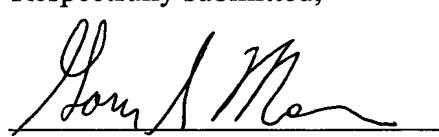
The present application is a broadening reissue of U.S. Appln. No. 08/774,180, filed on December 26, 1996, now U.S. Pat. No. 5,918,014 ("the '014 patent.") The '014 patent is at least partly inoperative by reason of the patentee claiming less than he had the right to claim in the patent. At least one error upon which reissue is based on the fact that the patentee claimed less than he had a right to claim at least because the invention encompasses associating an advertisement with an interactive medium item in connection with which the advertisement is NOT to be shown.

The examination of the present application is requested herewith. The Examiner is invited to contact the undersigned if there are any questions regarding this Preliminary Amendment or the reissue application itself.

Respectfully submitted,

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